

SUPPLEMENTARY FILE

TABLE S6: PERCEPTIONS ABOUT EFFECTIVENESS OF FOUR CATEGORIES OF TOBACCO PACKS BY SOCIOECONOMIC STATUS (SES)

	Delhi (n=1099)				Telangana (n=1000)				Total# (n=2,099)			
	Lower n=460 N (%)	Middle n=598 N (%)	Upper n=41 N (%)	p-value	Lower n=600 N (%)	Middle n=359 N (%)	Upper n=41 N (%)	p-value	Lower n=1,060 N (%)	Middle n=957 N (%)	Upper n=82 N (%)	p-value
Most effective in motivating tobacco users to quit												
Pack A	11 (2.39)	18 (3.01)	0 (0.00)	0.814*	2 (0.33)	0 (0.00)	1 (2.50)	0.093*	13 (1.23)	18 (1.88)	1 (1.23)	0.350*
Pack B	15 (3.26)	27 (4.52)	1 (2.44)		9 (1.50)	5 (1.39)	0 (0.00)		24 (2.26)	32 (3.34)	1 (1.23)	
Pack C	202 (43.91)	241 (40.30)	18 (43.90)		372 (62.00)	243 (67.69)	21 (52.50)		574 (54.15)	484 (50.57)	39 (48.15)	
Pack D	232 (50.43)	312 (52.17)	22 (53.66)		217 (36.17)	111 (30.92)	18 (45.00)		449 (42.36)	423 (44.20)	40 (49.38)	
Most effective in preventing tobacco initiation among non-users												
Pack A	40 (8.70)	34 (5.69)	2 (4.88)	0.485*	0 (0.00)	5 (1.39)	1 (2.50)	0.030*	40 (3.78)	39 (4.08)	3 (3.70)	0.998*
Pack B	17 (3.70)	20 (3.34)	0 (0.00)		7 (1.17)	4 (1.11)	1 (2.50)		24 (2.27)	24 (2.51)	1 (1.23)	
Pack C	177 (38.48)	251 (41.97)	18 (43.90)		264 (44.07)	144 (40.11)	15 (37.50)		441 (41.64)	395 (41.27)	33 (40.74)	
Pack D	226 (49.13)	293 (49.00)	21 (51.22)		328 (54.76)	206 (57.38)	23 (57.50)		554 (52.31)	499 (52.14)	44 (54.32)	
Most likely to make you think that health risks of tobacco use are extremely serious												
Pack A	10 (2.17)	14 (2.34)	0 (0.00)	0.892*	2 (0.33)	3 (0.84)	0 (0.00)	0.820*	12 (1.13)	17 (1.78)	0 (0.00)	0.294*
Pack B	16 (3.48)	29 (4.85)	2 (4.88)		5 (0.84)	5 (1.39)	0 (0.00)		21 (1.98)	34 (3.55)	2 (2.47)	
Pack C	223 (48.48)	275 (45.99)	21 (51.22)		309 (51.67)	185 (51.53)	19 (47.50)		532 (50.28)	460 (48.07)	40 (49.38)	
Pack D	211 (45.87)	280 (46.82)	18 (43.90)		282 (47.16)	166 (46.24)	21 (52.50)		493 (46.60)	446 (46.60)	39 (48.15)	
Graphic health warnings stand out the most/are most noticeable												
Pack A	30 (6.52)	19 (3.18)	2 (4.88)	0.081*	1 (0.17)	1 (0.28)	0 (0.00)	0.675*	31 (2.93)	20 (2.09)	2 (2.47)	0.605*
Pack B	24 (5.22)	25 (4.18)	4 (9.76)		3 (0.50)	4 (1.11)	0 (0.00)		27 (2.55)	29 (3.03)	4 (4.94)	
Pack C	194 (42.17)	251 (41.97)	18 (43.90)		327 (54.59)	202 (56.27)	19 (47.50)		521 (49.20)	453 (47.34)	37 (45.68)	
Pack D	212 (46.09)	303 (50.67)	17 (41.46)		268 (44.74)	152 (42.34)	21 (52.50)		480 (45.33)	455 (47.54)	38 (46.91)	
Message conveyed by the graphic health warning is easiest to understand												
Pack A	10 (2.18)	7 (1.17)	2 (4.88)	0.350*	0 (0.00)	1 (0.28)	0 (0.00)	0.246*	10 (0.94)	8 (0.84)	2 (2.47)	0.149*
Pack B	14 (3.05)	25 (4.18)	1 (2.44)		4 (0.67)	4 (1.11)	0 (0.00)		18 (1.70)	29 (3.03)	1 (1.23)	
Pack C	209 (45.53)	288 (48.16)	17 (41.46)		351 (58.50)	223 (62.12)	19 (47.50)		560 (52.88)	511 (53.40)	36 (44.44)	
Pack D	226 (49.24)	278 (46.49)	21 (51.22)		245 (40.83)	131 (36.49)	21 (52.50)		471 (44.48)	409 (42.74)	42 (51.85)	
Packs are most likely to lure an adult into using the product												
Pack A	229 (50.00)	350 (58.53)	28 (68.29)	0.072*	517 (86.17)	317 (88.30)	35 (87.50)	0.005*	746 (70.51)	667 (69.70)	63 (77.78)	0.293
Pack B	159 (34.72)	173 (28.93)	8 (19.51)		51 (8.50)	16 (4.46)	0 (0.00)		210 (19.85)	189 (19.75)	8 (9.88)	
Pack C	37 (8.08)	44 (7.36)	3 (7.32)		22 (3.67)	22 (6.13)	2 (5.00)		59 (5.58)	66 (6.90)	5 (6.17)	
Pack D	33 (7.21)	31 (5.18)	2 (4.88)		10 (1.67)	4 (1.11)	3 (7.50)		43 (4.06)	35 (3.66)	5 (6.17)	
Packs are most likely to lure children and adolescents into using the product												
Pack A	240 (52.17)	381 (63.71)	28 (68.29)	0.003*	487 (81.17)	294 (81.89)	31 (77.50)	0.008*	727 (68.58)	675 (70.53)	59 (72.84)	0.286*
Pack B	157 (34.13)	141 (23.58)	11 (26.83)		61 (10.17)	18 (5.01)	2 (5.00)		218 (20.57)	159 (16.61)	13 (16.05)	
Pack C	30 (6.52)	35 (5.85)	0 (0.00)		37 (6.17)	38 (10.58)	4 (10.00)		67 (6.32)	73 (7.63)	4 (4.94)	
Pack D	33 (7.17)	41 (6.86)	2 (4.88)		15 (2.50)	9 (2.51)	3 (7.50)		48 (4.53)	50 (5.22)	5 (6.17)	
Which packs do you support?												
Pack B	36 (7.83)	33 (5.52)	5 (12.20)	0.043*	0 (0.00)	1 (0.28)	0 (0.00)	0.002*	36 (3.40)	34 (3.55)	5 (6.17)	0.000
Pack C	175 (38.04)	199 (33.28)	10 (24.39)		449 (74.96)	274 (76.32)	20 (50.00)		624 (58.92)	473 (49.43)	30 (37.04)	
Pack D	249 (54.13)	366 (61.20)	26 (63.41)		150 (25.04)	84 (23.40)	20 (50.00)		399 (37.68)	450 (47.02)	46 (56.79)	

#22 cases missing; *Fishers Exact Test p-value

Bold values indicate significance – p<0.05